

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:548  
ANSWERED ON:21.11.2002  
AMOUNT INCURRED ON ADVERTISEMENTS  
RASA SINGH RAWAT

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) the details of amount spent on advertisements published in newspapers in Indian languages and also in English newspapers during the last two years;
- (b) the reasons for a considerable difference in the amount spent in this regard;
- (c) the efforts being made by the Government for the upliftment of medium and small newspapers; and
- (d) the reasons for adopting discriminatory attitude while giving advertisements?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

- (a) The details of amount spent by the Directorate of Advertising and Visual Publicity (DAVP) on advertisements, language-wise, during years 2000-2001 and 2001-2002 are given in the Annexure-A and Annexure-B, respectively.
- (b) English, Hindi and other regional languages newspapers are selected for issue of Government advertisements as per suggestions made by the client departments. As the rates for newspapers on DAVP panel are fixed on the basis of their circulations; rates of English and Hindi newspapers are higher on account of their higher circulation.
- (c) & (d) As per the advertising policy, Government advertisements are not intended to be financial assistance to newspapers. While launching advertisement campaigns for display advertisements on socio-economic themes, small and medium newspapers are given preference. Efforts are being made to ensure that at least 9 advertisements are issued in a year to small and medium newspapers.